

# Space Day 2004



October 2003

## Working Together for Tomorrow's Leaders

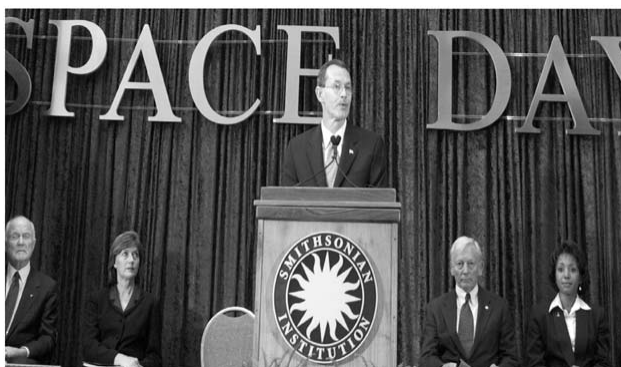
Since 1997, **Space Day**<sup>SM</sup> has grown and prospered thanks to the enormous support it has received from scores of Partner and Associate organizations across North America. The Partnership program serves as the foundation of this successful grassroots initiative that involves thousands of teachers and millions of students each year. In this issue, we want to recognize a few individuals as well as the collective contributions of our **Space Day**<sup>SM</sup> Partners and Associates who contribute in a myriad of ways. Many of the

**Space Day** Foundation's Council of Advisors are drawn from the **Space Day** Partnership. Their respective organizations have played a vital role in this endeavor and their leaders serve as a continuing source

of inspiration for the next generation of explorers. This month, we are pleased to feature Nobel Laureate Douglas Osheroff, a member of the Foundation's Council of Advisors, who is committed to education and nurturing science leaders for tomorrow.

The **Space Day** Educational Advisory Committee that reviews each year's educational initiatives and serves as judges for the "Stellar" *Design Challenges* teams,

is comprised of **Space Day** Partners and Associates. Over the years Partners and Associates have contributed educational incentives to "Stellar" *Design Challenges* teams; served as official **Space Day** spokespersons with the national media; solicited official proclamations of support from high level policy-makers; participated in **Space Day** celebrations; and promoted **Space Day** in their organizational newsletters and magazines, at conferences and on their Web sites. They have also mounted scores of



Robert Stevens, president of Lockheed Martin acknowledges the support of **Space Day** Partners and Associates at the **Space Day 2003** Opening Ceremony in Washington, D.C.

educational programs and activities in local schools, museums, science centers and planetariums across North America.

This year, several Partners and Associates took on additional

responsibilities, agreeing to serve as volunteer **Space Day** Regional Coordinators. In the following pages you will learn more about their efforts. They were so successful that several others have joined their ranks. In this issue you will find ideas for **Space Day 2004** and a list of **Space Day** Regional Coordinators across North America. We encourage you to work together in the months ahead.



## Inspiring The Next Generation



Dr. Douglas Osheroff  
Nobel Laureate  
Stanford University  
Space Day Foundation  
Council of Advisors

I have long been a strong supporter of science outreach, and efforts to challenge and fascinate youth with the often-unexpected behavior of common things they may have seen many times before. When I was young, I benefited from the efforts

of many: from my father, who provided me with all manner of electronic 'junk' and tolerated my often dangerous 'experiments' with high voltage electricity; from the General Motors Parade of Progress, that visited my home town back in the 1950's; from the Bell Laboratories kits I received through my high school; and finally, from my teachers, most especially Mr. William Hock, my high school chemistry teacher, who took the time to explain what research in the physical sciences was all about. These efforts helped prepare me, so that when I had the opportunity to make a major discovery in physics, though still a student, I was ready.

Stimulating the imagination of young people is an endeavor that is often its own reward. Seeing the fascination in the eyes of a child given a neutrally buoyant helium-filled balloon is pure inspiration. I think there can be no greater stimulation than when a young person learns about the results of a recent space probe, or an experiment on board the International Space Station. It is often at this moment that students make the commitment to go into science or engineering. As a nation that depends upon technological progress, we can never do too much to capture the imagination of young people -- our future scientists and engineers.

## Space Day<sup>SM</sup> 2004 PARTNERS

4-H Aerospace Education  
Aerospace Education Foundation  
Aerospace Industries Association  
American Astronautical Society  
American Institute of Aeronautics and Astronautics  
American Library Association  
Analytical Graphics  
Association of Science - Technology Centers  
Association of Space Explorers  
Aviation Week, A Division of McGraw Hill  
Boys and Girls Clubs of America  
Boy Scouts of America  
Bushnell Performance Optics  
Canadian Space Agency  
Challenger Center for Space Science Education  
Charter Communications  
Christopher Columbus Fellowship Foundation  
Civil Air Patrol  
Collector's Guide Publishing, Apogee Books  
Comcast Cable Communications  
Cosmodome/Space Camp Canada  
Cox Cable  
Discovery Communications, Inc.  
Entertainment Technologies, Inc.  
ePALS Classroom Exchange™  
FAA Education Outreach Program  
Girl Scouts of the U.S.A.  
Imagine Mars Project  
Institute of Electrical and Electronics Engineers  
International Space School Foundation  
International Technology Education Association  
Instrumentation Technology Associates  
Kennedy Space Center Visitor Complex  
Lockheed Martin Corporation  
NASA /JPL Solar System Ambassadors Program  
National Aeronautics and Space Administration  
National Council of Teachers of Mathematics  
National Inventors Hall of Fame  
National Science Foundation  
National Science Teachers Association  
Partnership for America's Future  
Scholastic, Inc.  
Smithsonian's National Air and Space Museum  
Space Center Houston  
Space Telescope Science Institute  
Space Holdings, Inc.  
SPACEHAB, Inc.  
Télé-Québec  
TIVY, Inc.  
USA TODAY Education  
U.S. Space and Rocket Center/Space Camp  
Women in Aerospace  
X PRIZE Foundation  
Young Astronaut Council

## Space Day<sup>SM</sup> 2004 ASSOCIATES

Aero Space Museum of Calgary  
Allegany County School District (MD)  
Delran Township Schools (NJ)  
Educational Alliance for Science and Technology  
Fairfax County Public Schools (VA)  
Grand Prairie Independent School District (TX)  
International Air and Space Educational Foundation  
Kansas Cosmospere  
Lester B. Pearson Centre of Educational Excellence  
Littleton Public Schools (CO)  
Los Angeles Unified School District  
Loudoun County Public Schools (VA)  
Montgomery County Public Schools (MD)  
Museum of Flight  
National Space Science Technology Institute  
San Diego Aerospace Museum  
Shades of Blue  
Toronto District School Board  
Washington County Public Schools (MD)  
Woodbine Township Schools (NJ)



STARS OF THE MONTH...

## Regional Coordinators -- A Unique Space Day Resource

The volunteer **Space Day** Regional Coordinators play a critical role in the planning and implementation of **Space Day** programs and events across North America. As community organizers, educators and creative catalysts they provide the essential inspiration and support for this unique grassroots program.

The Regional Coordinators meet regularly by phone to discuss projects and share creative insights on how to plan educational activities, conduct **Space Day** presentations and enlist the support of others in their region. This past year, six individuals were instrumental in expanding awareness of **Space Day** in communities throughout North America. We hope their activities will serve as an inspiration and we encourage you to contact them as you make your plans for **Space Day 2004**.



(left to right) Senator Glenn with **Space Day** Regional Coordinators Tony Cook, Brian Jackson, National Coordinator Brian Ewenson, Patricia Tribe, Sharon Eggleston and Darin Stephens at the **Space Day 2003** National Event.

### **Tony Cook, Southeast (4-H Aerospace Education)**

Tony Cook, who serves on the **Space Day** Educational Advisory Committee, agreed to be one of the first Regional Coordinators. Working with the Alabama Aerospace Educators Association, Tony helped plan activities for nearly 87,000 students in Alabama and disseminated **Space Day** materials to 400 4-H Aerospace chapters across the country. Tony developed a special 4-H Aerospace Life Skills curriculum that serves as the basis of **Space Day** programming for rural communities and assisted in **Space Day** events at the Kennedy Space Center that involved over 5,000 young people.

### **Darin Stephens, Midwest (Bushnell Performance Optics)**

Thanks to Darin Stephens, Bushnell Performance Optics has been donating telescopes autographed by Senator John Glenn to "Stellar" *Design Challenges* teams for several years. Bushnell also coordinates and hosts **Space Day** events at schools in their local community. In 2003, Darin provided support materials to more than 5,000 students who participated in a **Space Day** event at the Kansas Cosmospere featuring former astronaut, Wally Shirra.

### **Sharon Eggleston, Northeast (Lockheed Martin Technical Services)**

Sharon Eggleston, who has been a long time supporter of **Space Day**, brings a special energy and commitment to her role as a Regional Coordinator. This past year Sharon planned a series of **Space Day** events in communities throughout Maine, working in collaboration with 15 organizations representing local school boards, city governments and federal agencies. For example, Sharon coordinated the appearance of the NASA Starship 2040 mobile exhibit that toured throughout Maine and provided schools with guests speakers from the U.S. Navy, U.S. Coast Guard and state government.



Sharon Eggleston and two students from Brunswick, Maine.

**Patricia Tribe, South Central (Space Center Houston)**

Patricia Tribe, director of education, coordinated a daylong series of events with **Space Day** Partners -- NASA, Lockheed Martin and Girl Scouts of the U.S.A. More than 4,000 students viewed special exhibits and the **Cyber Space Day** Webcast, took part in hands-on science stations and toured the Johnson Space Center.

**Bonnie Hilory, Pacific Northwest (Museum of Flight)**

Bonnie Hilory, director of education, and her team hosted three days of **Space Day 2003** events in the Seattle area. Apollo 13 astronaut Fred Haise made special appearances at the Museum of Flight and local Seattle schools. The Challenger Learning Center provided special mini-missions and the Museum conducted numerous hands-on science activities for students and the public.

**Brian Jackson, Western Canada (Aero Space Museum of Calgary)**

Under the direction of Brian Jackson, the Aerospace Museum of Calgary took the lead in organizing a **Space Day** Committee that conducted a province-wide series of events involving thousands of students and teachers. The Committee members included such organizations as the Calgary Science Centre, Space Port Calgary and the Canadian Space Agency as well as school boards and local companies. For **Space Day 2003**, students were able to view the **Cyber Space Day** Webcast and received special greetings from Canadian astronaut Chris Hadfield, live from Star City, Russia. In addition, Brian disseminated **Space Day** materials to 26 science centers and museums across Canada and helped the Lester B. Pearson School Board in Montreal conduct their first **Space Day** event. (See below.)



Brian Jackson at the Space Educators Conference at Space Center Houston.

**Space Day 2004...Blazing Galactic Trails**

We are proud to announce the addition of four new Regional Coordinators for the Rocky Mountain, Southwest and Eastern Canada regions. They include:

**Suzanne Tiemann and Nancy Battet, Eastern Canada (Lester B. Pearson School Board Centre of Educational Excellence)**

Suzanne Tiemann and Nancy Battet of the Centre of Educational Excellence planned a three-day **Space Day 2003** event involving twenty Canadian corporations and local organizations -- all of whom hosted special learning activity stations at a local airport. This dedicated team of educators has agreed to become Eastern Canada's Regional Coordinators and hopes to involve more than 6,000 students in the coming year.

**Norm Black, Rocky Mountain (National Space Science Technology Institute)**

Norm Black, working with other **Space Day** Partners and Associates, helped disseminate **Space Day** information to more than 26,000 students in Colorado Springs and Littleton, Colorado. They also made presentations to scores of local schools. Norm hopes to expand his "sphere of influence" in the coming year.

**Tom Estill, Southwest (Chabot Space Science Center)**

As Public Program Coordinator at Chabot, Tom Estill will be working in tandem with **Space Day** Partners and Associates located throughout California and the Southwest region of the United States.

For contact information, see next page.



Coming soon to you on CD-ROM, the official **Space Day 2004** Launch Kit. The Kit includes a wide range of educational materials such as "101 Ways to Celebrate **Space Day**"; flyers, fact sheets, power point presentations, approved graphics and logos, press templates and a speakers kit.

Log on to **www.spaceday.org**<sup>SM</sup> and visit "**Space Day** in Your Neighborhood" which provides a wealth of ideas that Partners/Associates can replicate in their own communities.



**QUEST for EdVenture** is an electronic lesson featuring an array of NASA scientists and engineers, National Geographic Society explorers and Mt. Everest climber, Sean Burch. It will provide first-hand knowledge and guidance to students involved in this year's *Design Challenges*. Produced in collaboration with Challenger Center for Space Science Education and Fairfax Network, **QUEST for EdVenture** is available via satellite. To register, log on to: <http://www.fcps.k12.va.us/fairfaxnet-work/quest/index.shtml>. The 45 minute program, will be broadcast free of charge on **November 18, 2003 at 1-1:45 PM (ET)**.

**For for information about Space Day 2004 visit [www.spaceday.org](http://www.spaceday.org)**

**[New information is periodically added]**



Suzanne Tiemann and Nancy Battet at the **Space Day 2003** Montreal event.

## Space Day Regional Coordinators

Are you looking for help in developing ideas for events, planning **Space Day** events and activities with other Partners and Associates or reaching out to schools? A special team of Regional Coordinators (RC) will provide you with timely guidance and support. In turn, they'll be looking for regular feedback about your activities to share with others. Here is a list of contacts in your state or region:



**Rocky Mountain --Norm Black**, National Space Science Technology Institute, Boulder CO. Phone #: 719-380-6987, norm.black@nssti.org (New RC)

**Midwest --Darin Stephens**, Bushnell Performance Optics, Overland Park, KS. Phone #: 913-752-3469, nightsky@bushnell.com (Darin is also a JPL Solar System Ambassador)

**Southwest --Tom Estill**: Chabot Space Science Center, Oakland, CA, Phone #: 510-336-7363, testill@chabotspace.org (New RC)

**Southeast --Dr. John A. (Tony) Cook**, 4-H Aerospace Education, Auburn University, AL Phone #: 334-844-2233, jacook@aces.edu

**Northeast -- Sharon Eggleston**, Lockheed Martin, Brunswick, ME. Phone #: 207-729-3779 or 207-442-1498, bseggs@blazenetme.net

**Northwest -- Bonnie Hilory**, Museum of Flight, Seattle, WA, Phone #: 206-768-7110, bhilory@museumofflight.org

**South Central -- Patricia Tribe**, Space Center Houston, Houston, TX. Phone #: 281-244-2146, ptribe@spacecenter.org

**Western Canada -- Brian Jackson**, Chestermere Lake Middle School and Aero Space Museum of Calgary, Chestermere, Alberta, Canada. Phone #: 403-273-1343, bjackson@rockyview.ab.ca

**Eastern Canada -- Nancy Battet and Suzanne Tiemann**: Lester B. Pearson School Board Centre of Educational Excellence, Montreal, Canada. Phone #: 514-422-3000 (ext.2551-Nancy) and (ext.2550-Suzanne), nbattet@lbpsb.qc.ca (Nancy) and stiemann@lbpsb.qc.ca (Suzanne) (New RC's)

**National Coordinator: Brian Ewenson**, Director of Partner Activities for **Space Day**, Phone #: 202-833-8121, bewenson@devillier.com



### TIPS AND RESOURCES

**Only six months to go!**

- ☒ Use *Student Signatures in Space*® as a catalyst to kick off a local school's participation in **Space Day 2004**. Contact [signatures@mindspring.com](mailto:signatures@mindspring.com).
- ☒ Want a retired astronaut to speak at a local event? Contact the Association of Space Explorers at [ASEUSA@aol.com](mailto:ASEUSA@aol.com) or The Space Agency at 281-333-9500.
- ☒ Want a NASA speaker or JPL Solar System Ambassador to provide a presentation? Visit [www.nasa.gov/speakers](http://www.nasa.gov/speakers) or [www.jpl.nasa.gov/ambassador/](http://www.jpl.nasa.gov/ambassador/)

Nancy Battet and Suzanne Tiemann have provided the following tips in planning **Space Day** events.

- 1) Ask your Regional Coordinator for ideas, contacts and support. Visit [www.spaceday.org](http://www.spaceday.org).
- 2) Form a **Space Day** Committee in early fall. Seek representatives from community, educational and student organizations as well as corporations. Review national **Space Day** Partners/Associates list and seek local representatives from these groups.
- 3) Establish a Chair and create committees, e.g. education, special event, media relations and sponsorships.
- 4) Ask the Committee for their guidance on what type of event or specific activities they can support.
- 5) Listen to your Committee's suggestions regarding working with students, teachers and after-school groups.
- 6) Meet with your Committee on a monthly basis, either in person or by telephone.
- 7) Look for retired individuals. They can provide a wealth of knowledge and volunteer time.
- 8) Try to link **Space Day** activities to classroom curriculum.
- 9) Use the **Space Day** Launch Kit for media templates, power point presentations, fact sheets, etc.
- 10) Provide a fact sheet about your **Space Day** program to Committee members. It will facilitate meetings with community groups, educators, policy makers, the media and potential local sponsors.